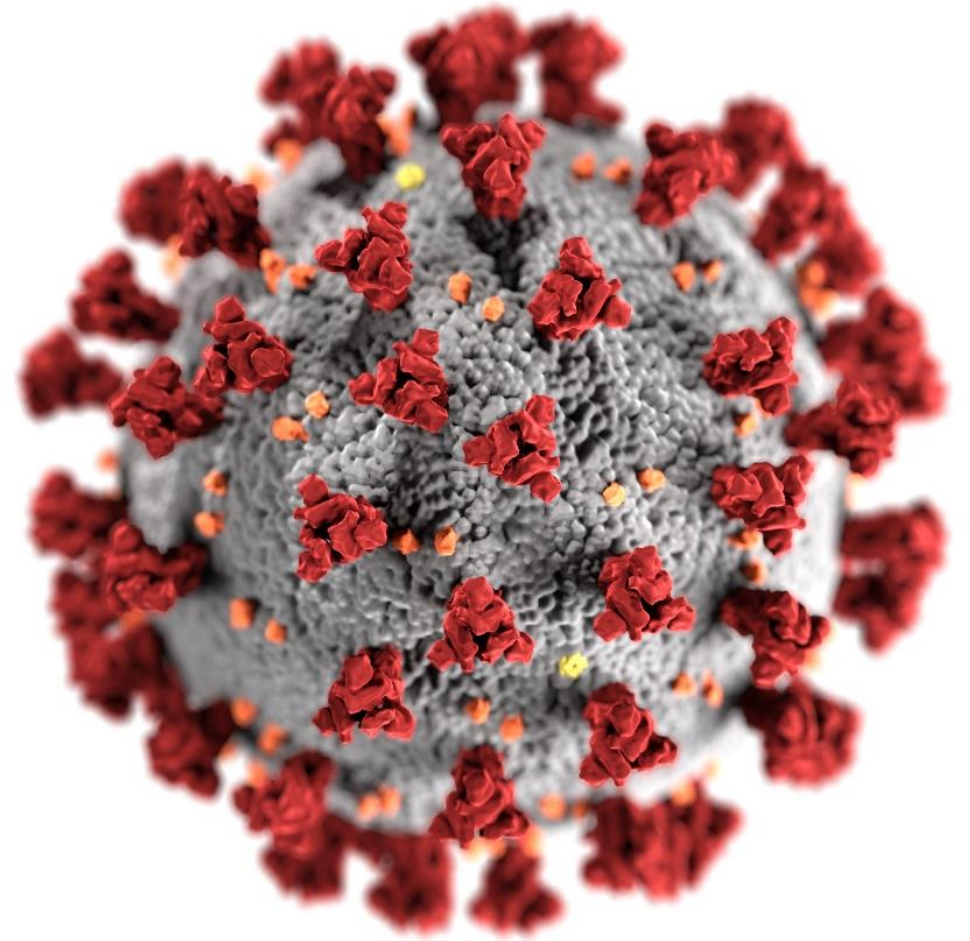


EPIC Webinar

Building the Bridge: Community Trust
and Contact Tracing during COVID-19

December 9, 2020



cdc.gov/coronavirus

Continuing Education for this EPIC Webinar

- All continuing education for EPIC Webinars are issued online through the CDC Training & Continuing Education Online system (<https://tceols.cdc.gov/>).
- Those who participated in today's EPIC Webinar and who wish to receive continuing education should complete the online evaluation by January 11, 2021 with the course code WC4028.
- Those who will participate in the on-demand activity and wish to receive continuing education should complete the online evaluation between January 12, 2023 and August 24, 2022 and use course code WD4028.
- Continuing education certificates can be printed immediately upon completion of your online evaluation. A cumulative transcript of all CDC/ATSDR CEs obtained through the CDC Training & Continuing Education Online System will be maintained for each user.

Course Access Code Text

The course access code is EPIC1209



PANDEMIC RESPONSE NETWORK

<https://pandemicresponesenetwork.org>

Roundtable Discussion

Mark Sendak, MD, MPP: Population Health & Data Science Lead at Duke Institute for Health Innovation

mark.sendak@duke.edu

Michelle Kreger: Senior Portfolio Director for Global Health at IDEO.org

mkreger@ideo.org

Mary Gray, PhD: Senior Principal Researcher at Microsoft Research

mlg@microsoft.com

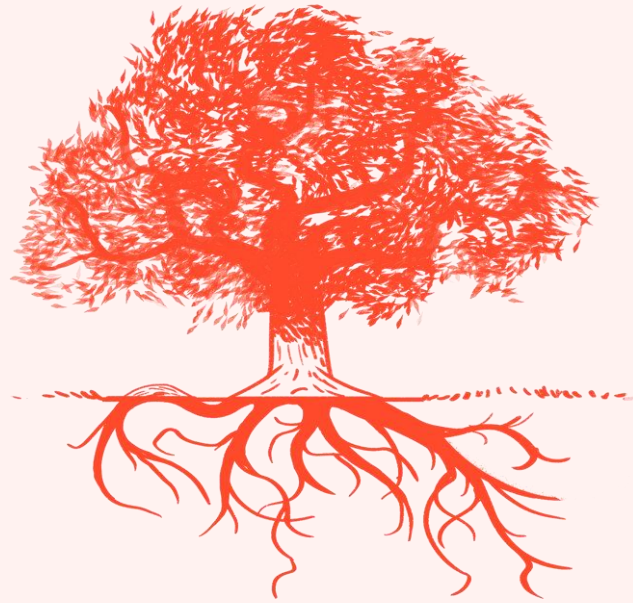
Andrew Herrera, MPH, MBA: Executive Director at Curamericas Global

andrew@curamericas.org

Alexandra Valladares, MS: Community Organizer

comunidaddedurham@gmail.com





Oak trees don't set an intention
to listen to each other better, or agree
to hold tight to each other when
the storm comes.

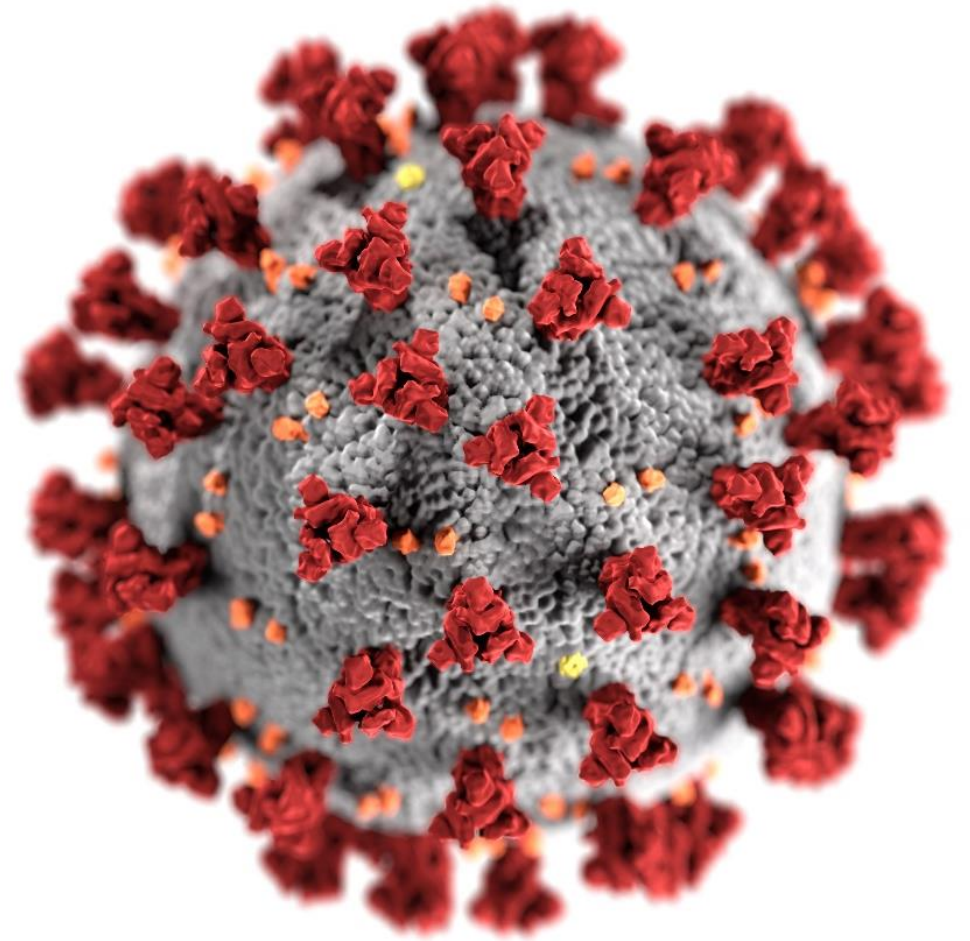


Under the earth, always, they reach for each other, they grow such that their roots are intertwined and create a system of strength that is as resilient on a sunny day as in a hurricane.

State, Tribal, Local, and Territorial Support Task Force

Contact Tracing Resources to Build Community Trust

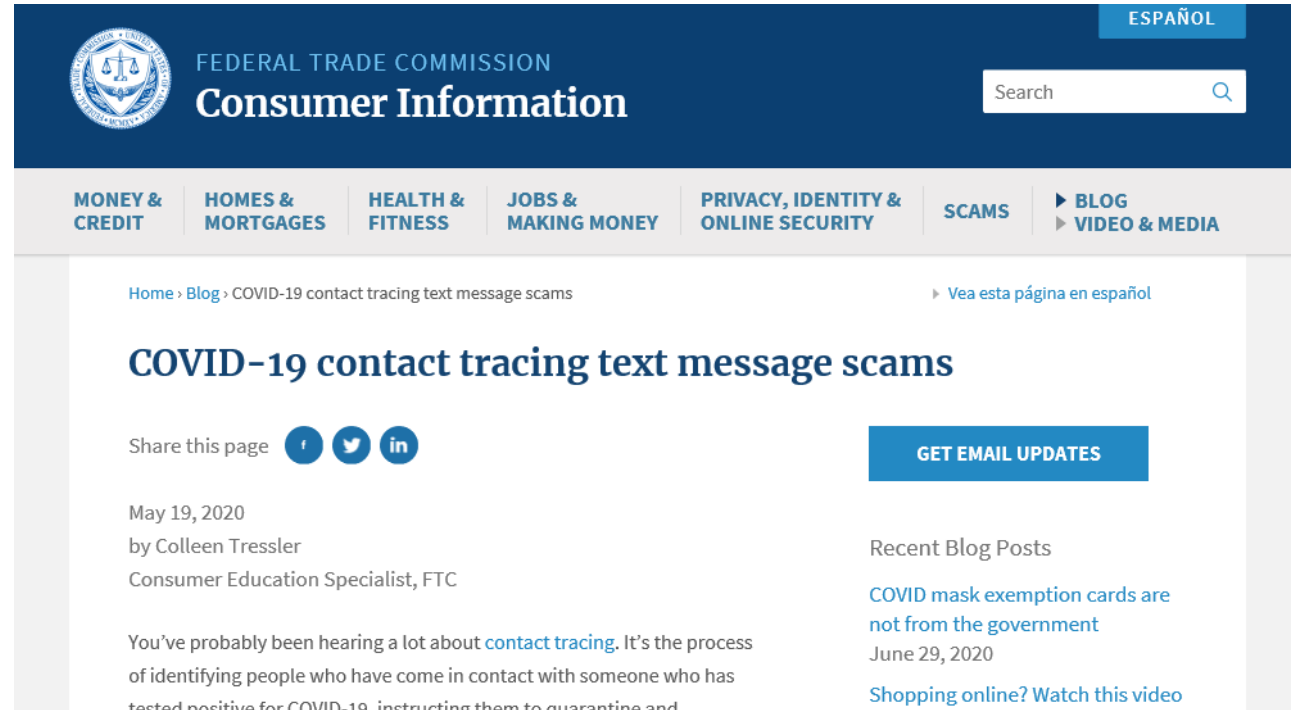
December 9, 2020



cdc.gov/coronavirus

Perceptions of Contact Tracing

- Mixed messaging across media outlets
- Mixed reactions on social media posts
- Common challenging themes include mistrust, apprehension, privacy concerns



The screenshot shows the Federal Trade Commission's Consumer Information website. The header is dark blue with the FTC seal and logo. A search bar is in the top right. Below the header is a navigation bar with links to various topics: MONEY & CREDIT, HOMES & MORTGAGES, HEALTH & FITNESS, JOBS & MAKING MONEY, PRIVACY, IDENTITY & ONLINE SECURITY, SCAMS, and BLOG VIDEO & MEDIA. The main content area has a breadcrumb trail: Home > Blog > COVID-19 contact tracing text message scams. The article title is 'COVID-19 contact tracing text message scams'. Below the title are social media share buttons for Facebook, Twitter, and LinkedIn. The date is May 19, 2020, and the author is Colleen Tressler, Consumer Education Specialist, FTC. The article text begins with 'You've probably been hearing a lot about contact tracing. It's the process of identifying people who have come in contact with someone who has tested positive for COVID-19, instructing them to quarantine and...'. On the right side, there is a 'GET EMAIL UPDATES' button and a section for 'Recent Blog Posts' with two links: 'COVID mask exemption cards are not from the government' (dated June 29, 2020) and 'Shopping online? Watch this video'.

ESPAÑOL

FEDERAL TRADE COMMISSION
Consumer Information

Search

MONEY & CREDIT HOMES & MORTGAGES HEALTH & FITNESS JOBS & MAKING MONEY PRIVACY, IDENTITY & ONLINE SECURITY SCAMS BLOG VIDEO & MEDIA

Home > Blog > COVID-19 contact tracing text message scams [Vea esta página en español](#)

COVID-19 contact tracing text message scams

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May 19, 2020
by Colleen Tressler
Consumer Education Specialist, FTC

You've probably been hearing a lot about [contact tracing](#). It's the process of identifying people who have come in contact with someone who has tested positive for COVID-19, instructing them to quarantine and

[GET EMAIL UPDATES](#)

Recent Blog Posts

[COVID mask exemption cards are not from the government](#)
June 29, 2020

[Shopping online? Watch this video](#)

Contact Tracing Webpage for General Public

During contact tracing, the health department staff **will not** ask you for:

- Money
- Social Security number
- Bank account information
- Salary information
- Credit card numbers

🏠 Your Health

Things You Need to Know

Symptoms

Testing

Testing for COVID-19

Test for Current Infection

Test for Past Infection

Contact Tracing

Vaccines

Prevent Getting Sick

If You Are Sick

People at Increased Risk

Daily Activities & Going Out

Travel

Children & Teens

Stress & Coping

Pets & Other Animals

Frequently Asked Questions

✉ Get Email Updates

YOUR HEALTH

Contact Tracing

Contact tracing is key to slowing the spread of COVID-19 and helps protect you, your family, and your community.

Updated Oct. 21, 2020

Languages ▾

Print



Contact tracing slows the spread of COVID-19

Contact tracing helps protect you, your family, and your community by:

- Letting people know they may have been exposed to COVID-19 and should monitor their health for signs and [symptoms](#) of COVID-19.
- Helping people who may have been exposed to COVID-19 get tested.
- Asking people to [self-isolate](#) if they have COVID-19 or [self-quarantine](#) if they are a [close contact](#).

During contact tracing, the health department staff **will not** ask you for:

- Money
- Social Security number
- Bank account information
- Salary information
- Credit card numbers

Contact tracing for COVID-19 works best with everyday preventive actions

You can take [everyday preventive actions](#) to slow the spread of COVID-19. Doing so is especially important until a vaccine or better treatments become widely available.

On This Page

What you can expect to happen if you're:

[Around someone diagnosed with COVID-19](#)

[Waiting for a COVID-19 test result](#)

Contact Tracing Frequently Asked Questions

Contact Tracing

What is contact tracing?

Contact tracing has been used for decades by state and local health departments to slow or stop the spread of infectious diseases.

Contact tracing slows the spread of COVID-19 by

- Letting people know they may have been exposed to COVID-19 and should monitor their health for signs and [symptoms of COVID-19](#)
- Helping people who may have been exposed to COVID-19 get tested
- Asking people to [self-isolate](#) if they have COVID-19 or [self-quarantine](#) if they are a [close contact](#) of someone with COVID-19

During contact tracing, the health department staff **will not** ask you for

- Money
- Social Security number
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During contact tracing, the health department staff **will not** ask you for

- Money
- Social Security number
- Bank account information
- Salary information
- Credit card numbers

What will happen with my personal information during contact tracing?

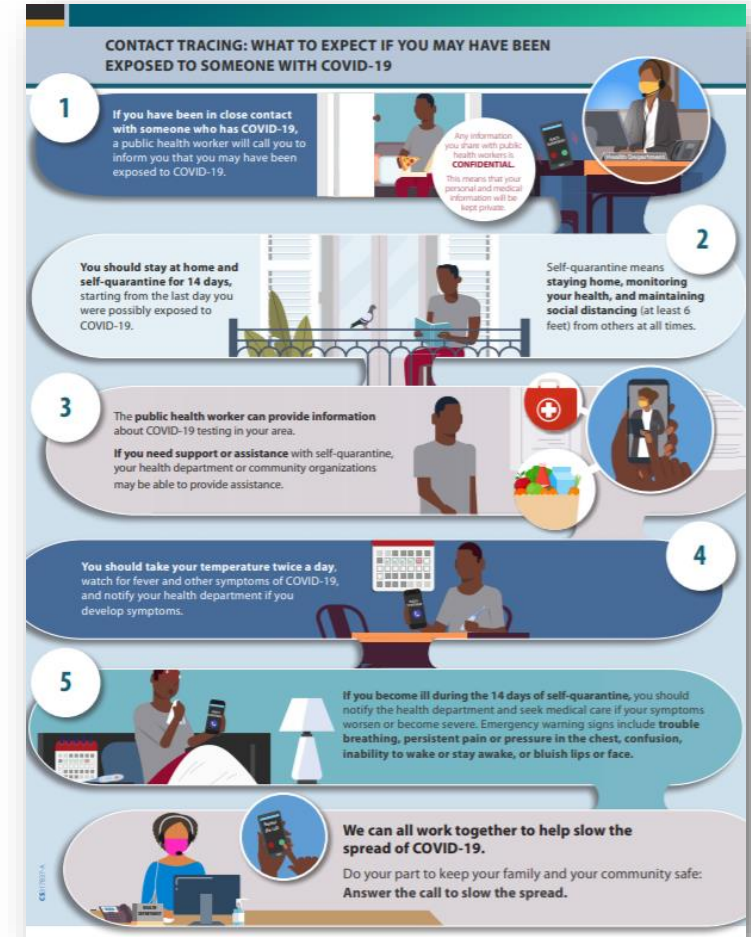
Who is considered a close contact to someone with COVID-19?

Am I considered a close contact if I was wearing a mask?

Contact Tracing Infographic



Case Investigation



“Answer the Call” COVID-19 Contact Tracing Video

- Informs the public about contact tracing and why they should answer and respond to a call from a contact tracer
- Explains what to expect during the call
- Addresses potential public concerns such as:
 - Will never be asked for money
 - Will never be asked for a social security number
 - Information received during the call is confidential and kept private



Contact Tracing Resources for Health Departments



<https://www.cdc.gov/coronavirus/2019-ncov/php/open-america/contact-tracing-resources.html>

Contact Tracing Instagram Story



Ongoing Efforts

 **CDC** @CDCgov · Nov 22
Health Departments and HCPs: Have new employees? Check out CDC's #COVID19 contact tracing training plans: bit.ly/3kOYDSf. #SlowTheSpread #PublicHealth




22 37 120

 **CDC** @CDCgov · Nov 15
Do you know what to do if someone you live with is diagnosed with #COVID19? We have an answer: bit.ly/2RXD31X. #PublicHealth #SlowTheSpread



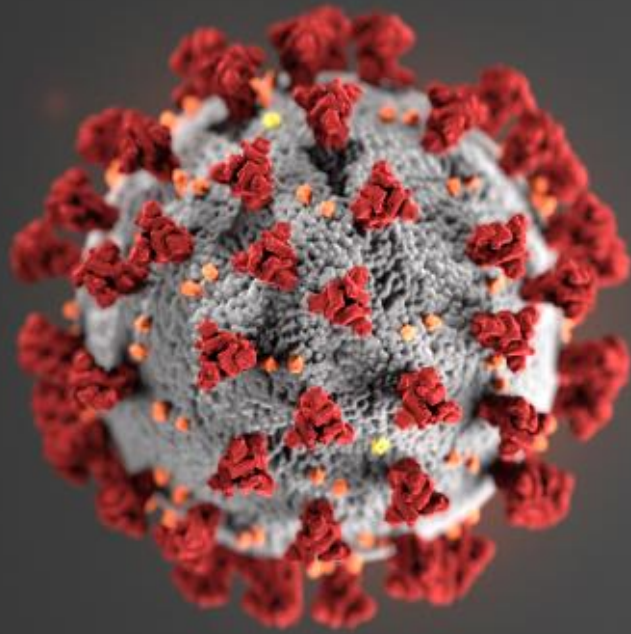
48 185 263

 **CDC** November 26 at 2:12 PM · 🌐
HCPs and Health Departments: Remember to review the CDC's COVID-19 Communication toolkit: <https://bit.ly/3d6zU7W>.



307 275 Comments 60 Shares

Like Comment Share



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





Community COVID Coalition

December 9, 2020



Community COVID Coalition

What it is

- An initiative of the CDC Foundation in partnership with NGA & ASTHO
- Initial funding from Facebook for 18 months beginning June 2020
- Coalition focus:
 - Support state communication efforts on effective public health interventions to stop COVID-19 with focus on contact tracing
 - Develop targeted social media postings and make available to all states
 - Connect states with Facebook to receive donated ad space to use on Facebook platforms
 - Reach key audiences: e.g., schools, healthcare professionals



Research, Creative Testing & Asset Development

- Research project was conducted to understand the landscape of awareness about contact tracing, as well as attitudes and beliefs.
- Barriers to participating in contact tracing were explored and two initial creative concepts were tested.
- The research project was undertaken by SocialQuest, led by Dr. Monica Torres, PhD, Founder and CEO.
- Assets include: :30 videos, animations, statics and infographics created by GMMB and Toolbox#9 for the Coalition. Plan to continue adding contact tracing assets to our library.

How it Works

- Invited all states to participate in the project via communications to Governors from NGA and to State Health Officials from ASTHO. Reminders have been sent along with some targeted outreach.
- States wishing to participate were asked to send us an email indicating Governor or health department approval to participate and identifying a lead point of contact – usually someone who manages social media for the health department.
- The next step is the Facebook compliance process to ensure the state is legally able to accept donated ad credits from Facebook.
- Following compliance, Facebook's marketing partner Code3 will work with states to customize and target their campaigns.



How it Works

- When states complete compliance process, they can decide when to run their campaigns. They have 90 days to run their campaigns once the clock starts.
- First campaigns will go live the week of December 14th.
- Assets created for the Coalition are owned by the Foundation and are publicly available for downloading on the Coalition website: www.COVIDCoalition.org
- States that have joined the Coalition to date: Alabama, Alaska, Arkansas, California, Connecticut, Illinois, Iowa, Kansas, Maine, Maryland, New Jersey, Pennsylvania, Rhode Island, Virginia and Washington.



Thank You!

Questions?

Email: COVIDCoalition@CDCFoundation.org
www.COVIDCoalition.org

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